

CROSSTREE REAL ESTATE MANAGEMENT LTD

CAMDEN TOWN HALL ANNEXE

STATEMENT OF COMMUNITY INVOLVEMENT



1. Introduction	3
2. Executive summary	3
3. Consultation objectives.....	5
4. Consultation strategy	5
5. Consultation activity	7
6. Comments and Analysis	18
7. Conclusion	22



1. Introduction

This Statement of Community Involvement (SCI) forms part of a suite of documents submitted in support of a planning application for the development of the Camden Town Hall Annexe, Argyle Street, WC1 ('The Proposed Development').

The Proposed Development from Crosstree Real Estate Management Ltd (henceforth known as the Applicant) is the change of use from council offices and library (sui generis use class) to hotel (C1 use class) and alterations to the building including removal of roof top plant, an extension at roof level and alterations to the façade.

The Applicant has worked in close partnership with the London Borough of Camden on the design of the Proposed Development – delivering a well-considered and high-quality development proposal for the area comprising of a new hotel and improved public realm.

Consultation with local communities has been an integral part of the development strategy. Meetings with resident and amenity groups and identified stakeholders, a presentation to a Development Management Forum, a public exhibition and preview for the Development Control Committee have all ensured that local people were informed, had an opportunity to feed their comments at the design stage and kept up-to-date during the pre-application process. This is detailed in Sections 4 and 5.

Through the extensive consultation process, all comments and feedback received has been thoroughly scrutinised by the project team. As a result, there have been a series of design changes to the Proposed Development.

The Applicant appointed London Communications Agency (LCA) to assist in creating and delivering a programme of community and stakeholder consultation. This SCI, prepared by LCA, summarises the programme, the key findings and outcomes. All consultation activities outlined in this document were undertaken by the Applicant and the Applicant's representatives, including LCA, architects Orms and planning consultant GVA.

2. Executive summary

This document sets out how the Applicant has carried out an extensive pre-application consultation process on the plans for The Proposed Development, beginning in June 2014 until submission of the application. The project team is committed to a thorough and comprehensive consultation process and has undertaken appropriate activities during the pre-application period.

The public consultation for The Proposed Development is recognised as an important step to inform a wide range of people of the new plans, and provide multiple opportunities for questions to be asked and comments to be made, which have subsequently been taken into consideration during the design process.

The consultation on the plans for the proposed development has addressed all statutory requirements and enabling local stakeholders, communities, businesses and residents to see and comment on the evolving plans.

The consultation activities have been made up of four distinct phases:



1. Early engagement with politicians and key local stakeholders to present emerging thinking and ideas for the building and acquire feedback.
2. Further engagement with politicians and local communities including presenting emerging proposals at a public Development Management Forum.
3. A public exhibition over two days on-site to explain the scheme and collect feedback.
4. Prior to the submission of the planning application, further time was allowed for additional meetings with local stakeholders and ward councillors to update them on changes to the scheme.

Within these four phases of consultation, further activity was undertaken. This is set out below and there is more detail in Section 5: Consultation Activity.

- Meetings with local amenity groups. These have taken place throughout the duration of consultation and began prior to the public exhibition. Most of the meetings took place before the public exhibition, although some were carried out after this and following design amendments to the Proposed Development. In total, 17 meetings were carried out with 14 groups, including the Argyle Primary School. These meetings were attended by members of the project team including the architects and Applicant. Members of amenity groups did attend the public exhibition in addition to the prior meetings.
- Meetings with local politicians. In total six meetings or phone conversations were held with local politicians, including the ward councillors and Council Leader Sarah Hayward.
- A Development Management Forum was held on 4 September. This was arranged by Camden Council and the Applicant and members of the project team presented the Proposed Development to the wider public. This was attended by 38 members of the public and representatives of various residents groups.
- Ahead of the public exhibition, a special preview was held for the Development Control Committee. This was held over two evenings so plans could be presented to members. Following this, the Proposed Development plans were sent to the DCC members for further consideration.
- The public exhibition was held over two days, on Thursday 16 October and Saturday 18 October. 80 people attended this, and had the opportunity to ask questions of the project team and leave feedback. The exhibition was held onsite in the Town Hall Annexe.
- As a result of such a thorough consultation, changes have been made by the Applicant to the Proposed Development:
 - A small reduction in height, achieved by tightening up the technical build.
 - The reversal of the eight and tenth floors
 - This altering of the top elevation improves the response to the existing building and is better proportioned
 - Altered the colour of the new cladding material to be more responsive to its context
- The Applicant is committed to continuing a positive and regular dialogue with local communities throughout the planning process. This will include a newsletter publicising the finalised designs for the Proposed Development that will be distributed to homes across the local area. The dedicated website, <http://www.camdentownhallannexe.co.uk/>, will also be updated once the planning application has been submitted.



This Statement of Community Involvement includes a detailed analysis of the comments received from the public exhibition. The extensive pre-application consultation activities have built public and stakeholder support for the redevelopment of The Proposed Development.

3. Consultation objectives

The objectives of the consultation are set out below:

- To engage local people and a wide range of stakeholders to see and comment on the evolving plans;
- To conduct a targeted consultation, engaging with local politicians, local groups, stakeholders and residents, initially through letters and small meetings informing them about the plans;
- To explain the aims behind the proposals and how they would benefit the area, exhibiting all the proposals with as much detail as available at the time;
- To provide several opportunities for people to express their views through various communications channels, including meetings, Development Management Forum, exhibition, comments cards, email and phone;
- To ensure the Applicant and senior consultants engaged directly with the public reflecting how committed the team is to consultation and understanding people's views;
- To understand the issues of importance to stakeholders before submission of the application so that these can be addressed where possible in the plans;
- To incorporate comments where possible into the plans and to respond to all comments received;
- To work closely with the London Borough of Camden to ensure key officers and councillors are aware of the proposed development, key consultation activities and outcomes.

A consultation strategy was developed to meet these objectives.

4. Consultation strategy

LCA was appointed to lead a programme of pre-application consultation between June 2014 and December 2014 on the proposals for the Camden Town Hall Annexe.

A consultation strategy was devised in May 2014, to share with Camden Council in advance of consultation commencing in July 2014.

The strategy consisted of four distinct phases of activity to inform people about the scheme and provide various opportunities for them to comment on the developing plans.

The four stages, which were implemented following discussions with London Borough of Camden, are detailed below:



1. Engagement with politicians and key local stakeholders to present early ideas for the building and acquire feedback.
2. Further engagement with politicians and local communities including presenting emerging proposals at a public Development Management Forum.
3. A public exhibition over two days on-site to explain the scheme and collect feedback.
4. Prior to the submission of the planning application, further time was allowed for additional meetings with local stakeholders and ward councillors to update them on changes to the scheme.

The main aim of this consultation was twofold – to introduce local residents and stakeholders to the emerging proposals for the site and to receive their feedback on aspects of the project, from design to proposed usage. This is in line with the London Borough of Camden's own Statement of Community Involvement and with *Camden Together*, the Borough's community strategy.

The strategy also reflects the principles outlined in the National Planning Policy Framework (March 2012) that encourages early and proactive community consultation. Paragraph 66 of the NPPF document reads:

"Applicants will be expected to work closely with those directly affected by their proposals to evolve designs that take account of the views of the community. Proposals that can demonstrate this in developing the design of the new development should be looked on more favourably."

Stage 1: Direct early engagement with local groups and key stakeholders – July & August

An in-depth political and community audit was carried out to create a comprehensive list of local stakeholders who needed to be engaged with. Pre-application meetings with Camden officers were arranged and held.

Letters and emails were initially sent to community stakeholders to arrange a meeting to get their feedback on the early ideas and concepts. The project team ensured that they remained available for any follow-ups and approaches from other interested parties. Particular care was taken to engage with those local stakeholders with a known interest in planning and development issues, such as the Friends of Argyle Square, both the King's Cross and the Bloomsbury Conservation Area Advisory Committees and the King's Cross Neighbourhood Forum. Meetings also took place with local politicians including Cllrs Jonathan Simpson, Abdul Hai and Sarah Hayward.

Introductory meetings took place in July and August. The first stage of consultation was designed to present emerging ideas and designs for the building.

Stage 2: Development Management Forum – early September

The Development Management Forum (DMF) is a public meeting organised by Camden Council to consider major applications and to:

- familiarise local people with proposals for major developments in their area before an application is made;
- enable local residents, businesses and organisations to comment on proposals at a time when developers are in the earliest position to consider them;
- complement any local consultation which developers carry out before they put in an application;
- help to ensure more meaningful public involvement on proposed schemes rather than awaiting the formal consultation stage of an application when it is harder to influence changes in the scheme.



The DMF was organised and promoted by Camden Council. As a courtesy the Applicant also informed stakeholders who had been engaged with, of the date and time of the Forum. The Applicant also used the opportunity of the DMF to brief the local media, the Camden New Journal, on the vision and early plans for the site.

Stage 3: Public exhibition – mid October

A public exhibition was held on site in the foyer of the Town Hall Annexe in mid-October over two days and included a Saturday as well as an evening slot to allow all those who wished to attend to do so. It also included two special preview evenings for ward councillors and members of the Development Control Committee with planning officers, before the exhibition opened to the public.

The exhibition was widely publicised through an advanced flyer drop and local press adverts. The exhibition itself consisted of a series of boards explaining the scheme and included a section on the benefits of the scheme. Attendees had an opportunity to speak to members of the project team and complete a comments card with their feedback.

A dedicated project website was set up at www.camdentownhallannexe.co.uk to provide a platform for information and feedback alongside a dedicated email and freephone line. The website contained a full set of the exhibition boards on display for anyone to download.

This was also another milestone to engage the media and inform them of the more detailed plans.

Stage 4: Further engagement with local groups and key stakeholders – November

A thorough analysis of the comments received during the public exhibition was conducted. This was considered by the design team and a number of changes were made to the scheme as a result. To update the key individuals and groups of these changes letters offering to arrange an update meeting were sent out and a number of meetings were organised with the Applicant and an architect from Orms.

To this end, the Applicant has undertaken extensive community and stakeholder involvement.

5. Consultation activity

This section looks at the activities undertaken for the pre-application consultation.

Stage 1: Direct early engagement with local groups and key stakeholders – July & August

Local politicians.

As the Proposed Development involves an important former council building and is located in a high profile area of Camden, a full list of local politicians was produced to engage with and inform throughout the design process. These politicians were:

- Cllr Sarah Hayward, King's Cross ward councillor
- Cllr Jonathan Simpson, King's Cross ward councillor
- Cllr Abdul Hai, King's Cross ward councillor
- Cllr Peter Brayshaw, St Pancras & Somers Town ward councillor

- Cllr Samata Khatoon, St Pancras & Somers Town ward councillor
- Cllr Roger Robinson, St Pancras & Somers Town ward councilor

Below is a record of the specific consultation with the local politicians showing when the meetings were held:

Date	Meeting details
18 June	Cllr Jonathan Simpson Matt Mason (Crosstree) Ian Chalk (Orms)
3 July	Cllr Abdul Hai (as part of the meeting with King's Cross Brunswick Neighbourhood Association) Matt Mason (Crosstree) Ian Chalk (Orms)
5 August	Cllr Sarah Hayward Matt Mason (Crosstree) Ian Chalk (Orms)
4 September	Ward councillors Cllr Jonathan Simpson and Cllr Abdul Hai both attended the Development Management Forum. Cllr Peter Brayshaw, St Pancras and Somers Town ward councillor and Cllr Heather Johnson, Chair of the Development Control Committee also attended.
14 October	Cllr Jonathan Simpson, Cllr Abdul Hai and Rachel Kelly, Head of the Cabinet Office, on behalf of Cllr Sarah Hayward, attended the exhibition preview for Ward Councillors and Cllr Danny Beales attended from the Development Control Committee.

Local groups and key stakeholders

An extensive, detailed stakeholder mapping and research exercise was carried out at an early stage, establishing the community/amenity groups, local stakeholders and other bodies who would be interested in or affected by the Proposed Development.

Tailored and personalised letters were sent to all key local groups. These letters set out the plans for the site and included an offer of a meeting to brief them further and gain their feedback on the proposals.

The community groups and local stakeholders approached were:

- 6A Whidborne Street (local resident directly behind site)
- Argyle Primary School
- Bloomsbury Conservation Area Advisory Committee
- Friends of Argyle Square
- Hillview Estate Residents' Association
- Jessel House Residents' Association
- King's Cross Brunswick Neighbourhood Association
- King's Cross Conservation Area Advisory Committee
- King's Cross Environment
- King's Cross Neighbourhood Forum
- King's Cross St Pancras Business Partnership
- Queen Alexandra Mansions TRA
- St Pancras Chambers Residents' Association
- Westminster Kingsway College



Contact was also made with a number of other local groups, including:

- Coram Fields
- Coram Foundation
- King's Cross Mosque
- Megaro Hotel
- The Calthorpe Project

The section below is a record of the specific early consultation with all local stakeholders.

Date	Stakeholder group	Attendees
3 July	King's Cross Brunswick Neighbourhood Association	Ricci de Freitas, trustee Cllr Nasim Ali OBE, executive director Cllr Abdul Hai, ward councillor Matt Mason (Crosstree) Ian Chalk (Orms) Duncan Hepburn (LCA)
11 July	Argyle Primary School	Jemima Wade, Headteacher Matt Mason (Crosstree)
14 July	Friends of Argyle Square	Richenda Walford Bill Reed John Hartley Matt Mason (Crosstree) Ian Chalk (Orms) Chris Madel (LCA)
14 July	King's Cross Conservation Area Advisory Committee	Met with Bill Reed, as part of Friends of Argyle Square meeting
16 July	King's Cross Neighbourhood Forum	Zannthie Bennett Phil James Peter Tompkins Matt Mason (Crosstree) Ian Chalk (Orms) Duncan Hepburn (LCA)
16 July	St Pancras Chambers Residents' Association	Met with Peter Tompkins, Chair, as part of King's Cross Neighbourhood Forum meeting
17 July	Manhattan Loft Corporation	Harry Handelsman, CEO Matt Mason (Crosstree)
24 July	Camden Cyclists	Matt Mason (Crosstree) met with three members of the group
5 August	Hillview Estate Residents' Association	Catherine Packard (who organised the meeting) and eight other members of the residents' association. Matt Mason (Crosstree) Ian Chalk (Orms) Duncan Hepburn (LCA)
6 August	Bloomsbury Conservation Area Advisory Committee	Hugh Cullum Debbie Radcliffe Matt Mason (Crosstree) Ian Chalk (Orms) Duncan Hepburn (LCA)



18 August	Queen Alexandra Mansions TRA	Anne Sutherland Terry Brady George Duckworth Michael Fox Charles Farthing Ian Chalk (Orms) Duncan Hepburn (LCA)
4 September	King's Cross and St Pancras Business Partnership	Matt Mason (Crosstree) presented to the Steering Group
11 September	Jessel House Residents' Association	The group were offered several meetings with the Applicant. Bob McIntyre attended the Development Management Forum and at his request was sent the Powerpoint slides from the public meeting to share with his group at their residents' meeting on 11 September.
12 September	Friends of Argyle Square – second meeting	Bill Reed Matt Mason (Crosstree) Ian Chalk (Orms)
18 September	Westminster Kingsway College	Andy Wilson, Principal Paul Stephen, Director of Finance and Resources Geoff Booth, Vice Principal for Hospitality Training Matt Mason (Crosstree) Dieter Schoellnberger (The Standard)
9 October	Argyle Primary School – Governors meeting	Jemima Wade, Headteacher Various governors Matt Mason (Crosstree) Ian Chalk (Orms)
16 and 18 October	Public exhibition	Many representatives from local groups attended as well as other members of the public
24 November	Queen Alexandra Mansions TRA	Anne Sutherland Tanya Moore Terry Brady Matt Mason (Crosstree) Ian Chalk (Orms) Duncan Hepburn (LCA)
11 December	Friends of Argyle Square – third meeting	Bill Reed Matt Mason (Crosstree) Ian Chalk (Orms)

A summary of the main points raised in these early meetings is set out below:

A number of concerns were raised:

- Height was a central issue at all of the meetings. As well as impact on views and light the main concern was around fears that any increase in height would set a precedent that would see future buildings go even higher. Attendees said that they did not want to see tall buildings create a 'tunnel effect' similar to the other end of the Euston Road.



- Some attendees did not see the removal of the western stair core as necessary.
- Several commented on the importance of getting transport and access right and asked about servicing arrangements and deliveries of the proposed hotel.
- A number expressed concern about the impact of construction in terms of both the site compound and HGV routes into and out of the site.

People attending the meetings were pleased about a number of aspects:

- Almost everyone was pleased to see that the plans would retain the existing building. Some said they were impressed that Crosstree Real Estate Management Ltd has taken on the challenge of the building.
- Many supported the idea of removing the tinted windows.
- Attendees were content with the change of use to a hotel.
- They were interested to know what public access there would be to the food and drink facilities.
- Many were interested in the garden and pleased that this would be opened up, an east-west route created and 24/7 access to the public.
- Some said that they would encourage a viewing area at the top of the hotel – something that the community could use and were pleased that a bar/restaurant was planned.
- Some were pleased that the 'Camden Centre box' was going to be removed and the well-used passage way through to Euston Road widened.
- Some said that the Euston Road was very difficult to cross and wondered if this could be an opportunity to ask TfL to pay attention to it.
- A few said the current overhang on the Euston Road frontage was a good thing to change but were not sure what they would like to see in its place.

Stage 2: Development Management Forum – early September

The Applicant presented the scheme at a Development Management Forum on 4 September 2014, at the Camden Centre, at 7pm. This was organised and publicised by the London Borough of Camden and was open to all members of the public. The Applicant also wrote to all the key stakeholders, as a courtesy, to inform them of the meeting.

38 members of the public attended the Forum, representing a wide range of local bodies and residents' associations as well as interested individuals.

Following a short introduction from the Forum chair, Alex Bushell, Advice and Consultation Team Manager, Neil McDonald, Planning Officer for the case, gave a short presentation on the planning context and considerations. The Applicant project team made up of Matt Mason (Crosstree), Ian Chalk (Orms) and Julian Carter (GVA) then ran through a 25 minute presentation on the scheme. This was followed by a Q&A session, lasting over 1 hour. The Applicant recorded all comments to consider the views expressed.

Camden Council took a list of attendees and also made a set of minutes of the meeting which are available via the Council's website.

Stage 3: Public exhibition – mid October

The Applicant held a public exhibition in the foyer of the Camden Town Hall Annexe on Argyle Street, in October 2014. The objectives of this exhibition were to present and explain the more detailed designs for the building and improved public realm to local residents, businesses and other stakeholders and to capture their comments and feedback. Across the two days of the exhibition 80



people viewed the proposals. Around half of those who attended filled out a comment card. Almost all of those who came were residents from the surrounding buildings and streets.

Two evening previews for ward councillors and the Development Control Committee were held on Tuesday 14 October and Wednesday 15 October from 6pm to 8pm. Planning officers also attended to support committee members. A national strike of Local Government employees was called for 14 October and while this was only for local government workers and not for councillors, the Applicant decided to hold the preview on a second evening as well in case some councillors saw it as inappropriate to attend the private preview on the day of the strike.

The preview was attended by four councillors and Camden planning officers. Cllr Jonathan Simpson and Cllr Abdul Hai and Rachel Kelly representing Cllr Sarah Hayward and Cllr Danny Beales from the Development Control Committee.

All Committee members were invited to the two exhibition preview sessions. An invite letter was emailed to them and a follow-up phone call was also made to each of them. After the preview, all members were emailed a copy of the exhibition boards. The Applicant followed this up with a further letter via email offering to re-arrange another time for them to view and discuss the scheme before submission. This offer was not taken up. A follow up email was sent to Chair Heather Johnson which offered further sessions for committee members.

Public exhibition

The exhibition was held over two days. To give attendees every opportunity to attend the exhibition it was open over an evening and one day at a weekend. It was fully staffed by members of the project team on the following dates and times:

- Thursday 16 October – 4pm-8pm
- Saturday 18 October – 10am-2pm

The location of the exhibition – onsite in the foyer of the Town Hall Annexe, on Argyle Street – was deemed appropriate in relation to those local residents who might express an interest in the development. Holding an exhibition on-site also aided discussions with attendees when orientating them to the public realm changes which would be made on the ground floor around the building.

Promotional activities

A number of methods were employed to promote the exhibition in addition to the direct letters to stakeholders, including advertising in the local press and a door-drop of flyers.

Targeting a large number of residents as well as key stakeholders allowed for a wider number of people to be included in the consultation process. The different methods of promotion are set out below.

Adverts

A quarter page colour advert (appendix 1) was placed in the Camden New Journal (2014) and in Ham and High for two consecutive weeks on 9 and 16 October. The newspapers have a circulation of 46,876 copies and 41,573 copies respectively.

This gave readers at least two weeks' notice of the exhibition. The advert contained a brief overview of the proposals with information including the dates, times and location of the exhibition, encouraging



people to attend to 'have your say'. It included the details for the consultation website – which later included full copies of all the exhibition materials – and a map to the exhibition venue.

Flyer distribution

To publicise the exhibition, a flyer including a map of the exhibition location and details of the opening hours, was distributed to 10,360 residential and commercial properties in the area surrounding the Proposed Development.

The flyer also contained details of the consultation's dedicated email address and phone line as well as the address of the consultation website. An example of the flyer can be found at appendix 2 and a map showing the distribution area can be found at appendix 3. Confirmation was received from the door-drop company that all flyers were successfully delivered.

Website

A dedicated consultation website (www.camdentownhallannexe.co.uk) was set up to provide the local community and interested parties with an opportunity to view details of the Proposed Development and to provide further feedback throughout the consultation process. It went live two weeks before the public exhibition as the first letters were sent out to stakeholders and the advert was published (appendix 4). All the boards shown at the public exhibition were made available to view on the website (appendix 5).

The website included the dedicated email address (townhallannexe@londoncommunications.co.uk) and Freephone number (0800 014 2449), both managed by LCA. This allowed members of the public to contact the development team should they have any questions or comments on the proposals. Visitors to the exhibition were also able to leave their contact details and were updated on the process following the exhibition.

The website address and designated community consultation Freephone and email addresses were set up and advertised on the following materials:

- The flyer advertising the public exhibition, distributed to the 10,360 addresses within the vicinity of the proposed site.
- Adverts for the public exhibition were placed in the Camden New Journal and Ham and High for two consecutive weeks.
- Comments cards supplied at the public exhibition.
- The exhibition boards on display during the public exhibition.
- Information given to the local media.

There have been 6 responses/queries to date via email, which have been responded to as appropriate, and 1 responses/queries via Freephone.

The exhibition

The exhibition focused on:

- Introducing the Applicant to the local community
- Providing context to the site and information on the existing building
- Explaining the proposed scheme
- Showing sketch images of the scheme

- Describing the public realm improvements and benefits to the community
- Inviting the views of exhibition attendees encouraging them to comment on the cards available (see appendix 6).

The table below shows the dates the exhibition took place and the approximate number of attendees and comments cards submitted.

Date and times	Number of attendees	Number of comments cards submitted
Thursday 16 October 4pm-8pm	40	22
Saturday 18 October 10am-2pm	40	23
Total	80	45

Exhibition boards were created by the architects Orms in partnership with the Applicant and other key consultants. The boards detailed different aspects of the scheme and guided attendees through the design process and emerging proposals. Representatives from the Applicant, Orms, GVA and LCA were on hand throughout the exhibition to answer any questions attendees might have about the board content, as well as explaining the context of the emerging proposals.

The public exhibition boards can be viewed as the final appendix and a summary of the content is set out below.

Board No.	Board title	Board content
1	Welcome	Welcome to the exhibition; gives high-level overview of the development's aims and sets out the aims of the exhibition
2	Location and Context	Aerial view of the building and a description and photos of the key surrounding buildings and communities, putting this site into context
3	Existing building	History of the existing building and its shortcomings which the Applicant will seek to overcome
4	Why we are keeping it – and working with 20 th century buildings	The reasons for keeping the building and the change of use. Before and after images of other near-by example schemes from the same era which have been successfully delivered
5	Our proposals – Ground floor and public realm	Proposed improvements to the public realm around the building including current photos and sketch images of the proposals.
6	Our proposals – Ground floor and public realm (continued)	Proposed improvements to the public realm around the building including current photos and sketch images of the proposals.
7	Our proposals – The Middle section	Proposed improvements to the main part of the building, including the existing windows, a potential typical floor layout and indicative images of the interior rooms.
8	Our proposals – The top addition	Proposed replacement of the roof plant with additional storeys, including a hotel rooms and a restaurant/bar. Images of the elevation and proportions.
9	Townscape views	Various views of the proposed development from different local angles including from King's Cross Square, Euston Road and Pentonville Road
10	Townscape views	Various views of the proposed development from different local angles including from Argyle Street and Square and



		King's Boulevard
11	The Benefits and Proposals Overview	An overview of the proposed developments' benefits and an image of the building from St Pancras Chambers, on the other side of Euston Road.
12	Servicing and Hotel Management	Details of the hotels' servicing and management including an image showing delivery routes and taxi drop off routes
13	Construction	Details of the construction programme and proposed construction traffic routes and site compound.
14	Have your say	Thanking people for their attendance and how they can leave their feedback. Details of the Applicant, architects and consultant team working on the proposed development with images of other schemes delivered

Visitors were invited (but not required) to sign in at the exhibition and give their address details so that they could be added to the Applicant's database for future correspondence.



The exhibition laid out in the Town Hall Annexe.



Members of the public looking at the exhibition and speaking to members of the project team



Members of the public looking at the exhibition and speaking to members of the project team



Members of the public leaving their feedback at the end of the exhibition



Supporting press work

The Applicant proactively briefed the Camden New Journal on the proposed development, to discuss the plans and the proposed public realm changes, before the Development Management Forum. The story ran in the paper on the day of the Forum. 'Ex-council offices to be turned into hotel', 4 September. (See Appendix 7).

The paper were invited to attend the public exhibition. As they were unable to attend the public sessions, a separate time was arranged for them to view the exhibition and speak again to the Applicant and architects. A second story on the proposed development ran in the week after the public exhibition: 'Luxury suites from an egg-box', 23 October. (See Appendix 8).

Further stakeholder engagement

Early meetings with local amenity groups showed that whilst most were happy with the retention of the building, there was concern over the height, and concern that a precedent would be set in allowing a building of increased height along this stretch of Euston Road. Views, traffic and noise also featured in concerns, although the removal of the stair core was popular. There was support for the change of usage.

After the public exhibition and prior to the submission of the planning application, further time was allowed for additional meetings with local stakeholders. These meetings updated key stakeholders on changes to the scheme, made in light of the comments received at the public exhibition and previous consultation meetings.

During this period, the Applicant met the following groups:

Date	Stakeholder group	Attendees
24 November	Queen Alexandra Mansions	Anne Sutherland (QAM) Tanya Moore (QAM) Terry Brady (QAM) Matt Mason (Crosstree) Ian Chalk (Orms) Duncan Hepburn (LCA)
11 December	Friends of Argyle Square – third meeting	Bill Reed Matt Mason (Crosstree) Ian Chalk (Orms)

Meetings were also offered to the following groups:

- 6A Whidborne Street
- Argyle Primary School
- Hillview Estate Residents' Association
- Jessel House Resident's Association
- King's Cross Environment
- King's Cross Neighbourhood Forum
- King's Cross and St Pancras Business Partnership
- King's Cross Brunswick Neighbourhood Association
- St Pancras Chambers Residents Association
- Westminster Kingsway College



Meetings were also offered to the following:

- Cllr Sarah Hayward (Leader of Camden Council and King's Cross Ward Councillor)
- Cllr Abdul Hai (King's Cross Ward Councillor)
- Cllr Jonathan Simpson (King's Cross Ward Councillor)
- Cllr Peter Brayshaw (St Pancras and Somers Town Ward Councillor)
- Cllr Samata Khatoon (St Pancras and Somers Town Ward Councillor)
- Cllr Roger Robinson (St Pancras and Somers Town Ward Councillor)

6. Comments and Analysis

A comments card was designed to encourage feedback on the overall scheme, or any particular aspect of the development of which attendees had particular concerns over. A dedicated freephone number and email address was also set up for people to contact the project team and give their views or ask any questions. Several emails (7) were received and responded to, along with a single voicemail.

Every person who made a written comment at the exhibition and left their contact details received an email or letter thanking them for attending, and detailing the next steps. All those who emailed their feedback with questions received a personalised response specifically addressing the issue they had raised.

Overall 80 people attended the exhibition across the two days. Visitors were able to look at the 14 panels and speak to a member of the project team to ask any questions or give verbal feedback and then post any written feedback in the comments card box.

Feedback on the proposals was given in a number of ways. 47 comments cards were returned, seven emails and one voicemail was received.

Although not everyone chose to leave feedback the experience of those staffing the exhibition was broadly positive, with almost every attendee being supportive of the retention of the building, the change of use to a hotel, the improved public realm and re-opening of the garden at the back of the building. However, there were concerns over the height of the building and the precedent that this may set. This was an issue also raised during the DMF when it was addressed by the Planning Officer Neil McDonald who assured attendees that each scheme is judged on its own merits. Concerns were also raised at the public exhibition about the design of the building – particularly the additional upper levels.

All of the responses have been carefully analysed. Many people made multiple comments covering a range of subjects in a single response, and so these have been split up to ensure that every comment has been captured. In total from the 55 comments received (47 comments cards, 7 emails and 1 voicemail) 150 individual comments (around different aspects of the scheme) were raised that have been grouped into 31 different themes, including the neutral comments/suggestions that have been listed separately. There are three different categories of comments – those that are supportive of the scheme, those that expressed concern, and those that gave suggestions or impartial comments.

The tables below show the categories with the total number of comments made on each theme listed on the right.

6.1 Supportive Written Comments



Comment	Total number of comments
Design	
Design and concept	13
Retention of building	15
Extra height acceptable/rooftop extension	2
Removal of stair core	5
Change of usage to hotel	7
Total for design	42
Community Facilities	
Enhancing local amenities	1
Improvement to public realm/space	5
Shops and retail sites	2
Reopening of 'back' garden	4
Improving surroundings at ground level	3
Total for Community Facilities	15
About the scheme	
Investment welcomed	1
Provision for cyclists	1
Total for scheme	2
Total	59

11 comment cards and emails noted full support for the scheme. 28 comment cards and emails noted concerns but were supportive of the overall scheme.

Positive comments included:

"I welcome investment in improving the buildings and enhancing local amenities".

"Broadly supportive of building being reused. I quite like it as a refurbishment, will certainly improve its appearance".

"It is excellent that the building will not be pulled down. In principle the extra two storeys are acceptable – their design will take some getting used to".

"Glad to see the garden at the back will be re-opened to create a pleasant space for local people as well as hotel users".

"Thank you for offering this opportunity to view plans/pictures, and comment. I am very pleased that the building is being preserved – it is elegant and attractive".

"Wonderful idea, will improve area such a lot. I've always disliked this building as well as what it stood for".

"I'm very pleased that the existing building is to be retained and the proposals seem well thought out and appropriate".

"Like the roof top extension and in-fill at street level. Like opening up the public realm around the building".



- One of the most recurrent themes was the retention of the building. The majority of people were supportive that the building was not to be demolished, and were pleased that the western stair core was to be removed to open up Tonbridge Passage.
- The design and concept of the proposals were welcomed. The change of usage to a hotel was popular with many attendees stating that they were keen to see a high-end hotel in the area.
- The improvements to the public realm were warmly welcomed. The reopening of the ‘back’ garden, behind the building, was particularly popular.
- Two people were pleased that there would be provision for shops and retail at ground-level.
- Investment into the building and surrounding area was welcomed.

6.2 Concerns raised in the comments

There were concerns raised about the proposals, and these have been noted and themed below:

Comment	Total number of comments
Design	
Increase in height	19
Design of roof, including colour	16
Bidborough and Tonbridge street will become a taxi/traffic cut through	6
Rooftop bar increasing noise	4
Privacy – view from building into residential accommodation	1
Privacy – overlooking school grounds	1
Building should be demolished	1
Less assertive roof colour	1
Design below the overhang – including the colour	3
Change of landscaping affecting the character of the area	1
Total for design	53
About the scheme	
Impact on St Pancras Renaissance Hotel	10
Noise at night	4
Construction noise and disruption	2
Removal of stairs increasing noise	1
Set a precedent for future schemes	2
Security	1
Disruption to cycle routes during construction	1
Too much competition for other hotels	1
Impact on traffic noise	1
Total on the scheme	23
Total	76

The quotes below capture some of the concerns. The height and design of the roof are the most prominent objections.



"My major concern is with the proposed roof extension. It seems very much out of keeping with the building".

"The proposed additional storeys on top are the single most objectionable issue with this proposal".

"Concerned about the increase in traffic, especially through Argyle Street if reception is in Argyle Street".

"Glad you are not demolishing. I like the opening up of Tonbridge Passage. Concerned about increased height".

"The overhang is an important element and accentuates the weight of the building. Not sure about glazing below".

"Would like to see this extension simplified with use of a non-bronze finish".

"My one concern is taxi traffic on Bidborough Street (although I note main entrance will be in Argyle Street)".

"I have concerns about the disruption to cycle routes during construction".

- The main concern in the total number of comments left was regarding the height of the buildings. Residents are concerned that this will set a precedent for other tall buildings on Euston Road.
- There is concern that the proposed extension does not fit in with the character of the surrounding buildings, and is out of proportion to the existing building.
- There are concerns about increasing traffic and Bidborough Street and Tonbridge Street becoming a taxi drop-off point, although the main entrance to the hotel will be in Argyle Street.
- Concerns around noise feature. Residents were concerned that the proposed bar terrace would cause noise late at night.
- There are concerns from residents within St Pancras Chambers, opposite the site, about noise and views being affected.

All comments were passed to the design team for consideration.

6.3 Suggestions in the comments

Some of the comments took the form of suggestions. They are neutral comments, and include issues of local employment, keeping the surrounding concrete clean and making clear what is open to traffic.

The list of comments is detailed below. These are not categorised as positive or negative feedback as they are neutral comments or suggestions – however they are grouped together within themes.

Design

"Please enclose the rooftop bar".

"Please include a rooftop bar".

"Height as existing and stepped back two floors".

"Reduce undulations on the plan".



Community Facilities

"Please ensure green spaces are also open to the public".

"Please keep the concrete clean".

"I would stay at the hotel if apartments were included".

About the scheme

"Hope they [developers] live up to what they say and employ local people".

"I look forward to hearing more".

"I look forward to consultation between developers and community".

"Please inform me about retail opportunities".

"Sad there is no guest parking – this is much needed".

"Good lighting required".

"Make clear the opening between the Town Hall Annexe and hotel is not open to traffic".

This is a total of 15 comments.

The Applicant has addressed many of the issues. There has been a clear and transparent consultation between the Applicant and the local community, with exhibition boards available online and meetings with local community groups. The email address and freephone line have been regularly checked and all comments responded to. Following the public exhibition, emails were sent thanking those who had attended the exhibition and explaining our thought process for submission.

With regard to employment, The Applicant is in discussions with the Westminster Kingsway College and will continue to have discussions regarding apprenticeships and local employment.

As a result of such a thorough consultation, changes have been made by the Applicant to the Proposed Development:

- A small reduction in height, achieved by tightening up the technical build.
- The reversal of the eight and tenth floors
- This altering of the top elevation improves the response to the existing building and is better proportioned
- Altered the colour of the new cladding material to be more responsive to its context

The Applicant is committed to continuing a positive and regular dialogue with local communities throughout the planning process. This will include a newsletter publicising the final designs for the Proposed Development that will be distributed to homes across the local area. The dedicated website, <http://www.camdentownhallannexe.co.uk/>, will also be regularly updated.

7. Conclusion

The Applicant has conducted a comprehensive and full consultation. The process has succeeded in developing a meaningful engagement with the local community and given local residents, community groups and the Development Control Committee the opportunity to contribute to and shape the scheme.

The consultation programme was designed to allow as many people as possible to have a number of opportunities to express their views, to have them properly recorded and to fully engage with and influence the design process.



During the phases of activity a number of different mechanisms have been used to engage with people including numerous meetings and face-to-face briefings, a public exhibition, comments cards, a dedicated website, email address and telephone number. Through the consultation the thoughts and views of the local community and key stakeholder groups have been communicated directly to the project team and fed into the design process.

As a result the scheme has evolved over time to take on board the comments received and changes have been made by the Applicant to the Proposed Development:

- A small reduction in height, achieved by tightening up the technical build.
- The reversal of the eight and tenth floors
- This altering of the top elevation improves the response to the existing building and is better proportioned
- Altered the colour of the new cladding material to be more responsive to its context

More in-depth detail of how the proposals have evolved are captured in the Design and Access Statement.

The Applicant is committed to continuing a positive and regular dialogue with local communities throughout the planning process. This will include a newsletter publicising the final designs for the Proposed Development that will be distributed to homes across the local area. The dedicated website, <http://www.camdentownhallannexe.co.uk/>, will also be regularly updated.



HAVE YOUR SAY

Camden Town Hall Annexe Public Exhibition

A public exhibition is taking place on plans to sensitively refurbish the Camden Town Hall Annexe into a high-quality hotel.

Crosstree Real Estate, who have exchanged contracts with Camden Council for the purchase of the building, are also proposing to transform the public spaces around the building and open up new public access routes. It is proposed that the hotel will be run by boutique hotel operator, Standard International.

We would like to show you our plans and hear your views before we submit a planning application to Camden Council later this year.

The exhibition is taking place on:

Thursday 16 October: 4pm to 8pm

Saturday 18 October: 10am to 2pm

Address:

In the foyer of the Camden Town Hall Annexe, Argyle Street, WC1



For more information:

Email: townhallannexe@londoncommunications.co.uk

Freephone: 0800 014 2449

Website: www.camdentownhallannexe.co.uk



Appendix 2 - Flyer

HAVE YOUR SAY

Camden Town Hall Annexe Public Exhibition

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We would like to show you our plans and hear your views before we submit a planning application to Camden Council later this year.



Come to our public exhibition to:

- Learn about our plans for the Town Hall Annexe
- Speak to the team and ask any questions
- Have your say about the proposals

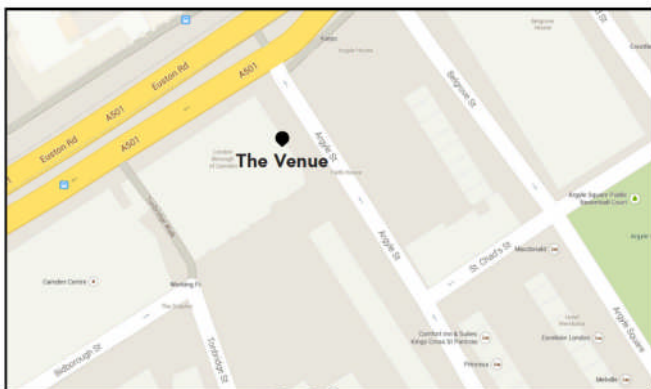
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In the foyer of the Camden Town Hall Annexe,
Argyle Street, WC1



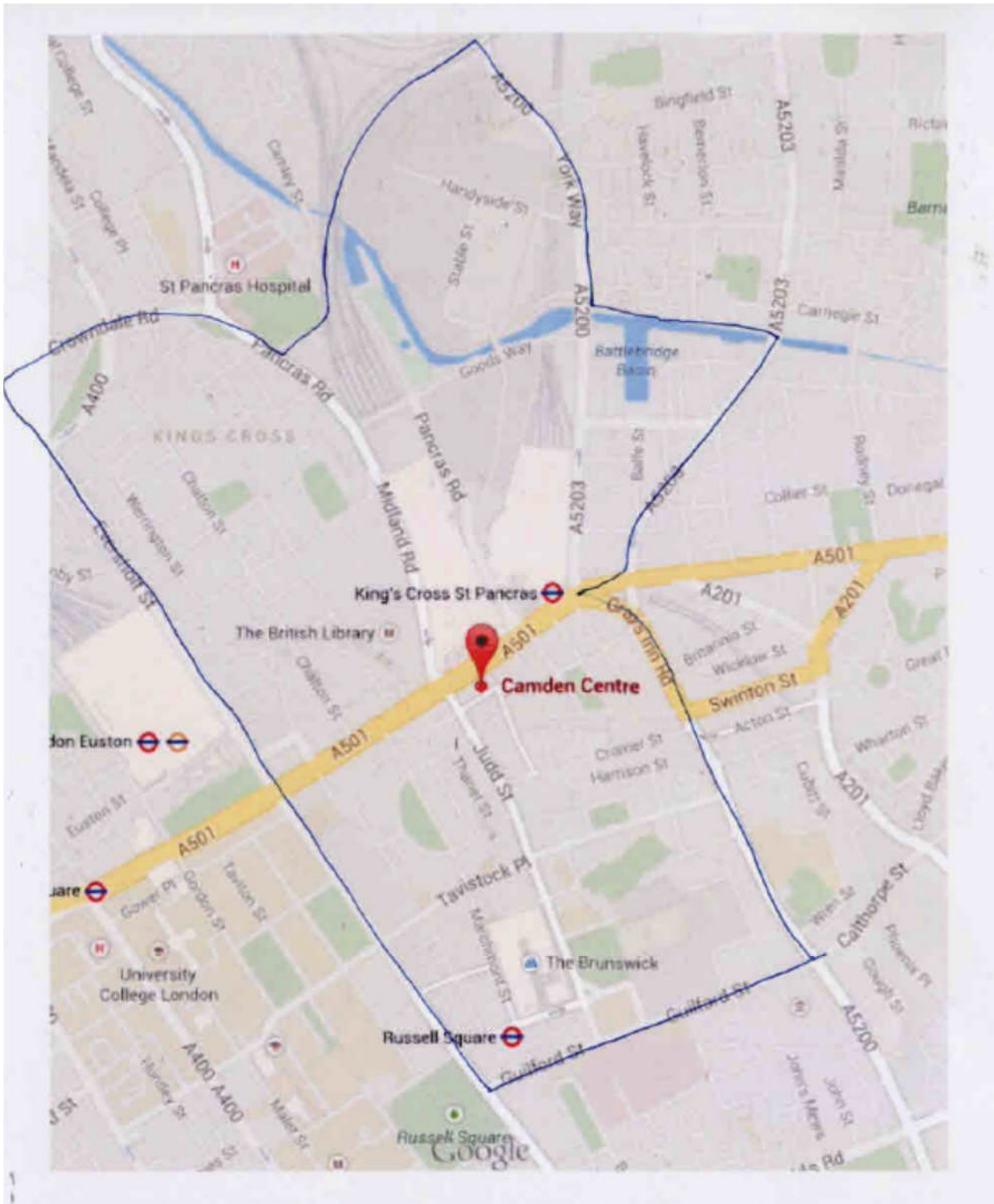
If you are unable to make the exhibition and would like information please get in contact:

Email: townhallannexe@londoncommunications.co.uk

Freephone: 0800 014 2449

Website: www.camdentownhallannexe.co.uk

Appendix 3 – leaflet distribution area






Appendix 4 – website with exhibition details

← → ↻ 🏠 📄 www.camdentownhallannexe.co.uk ☆ ☰

HAVE YOUR SAY

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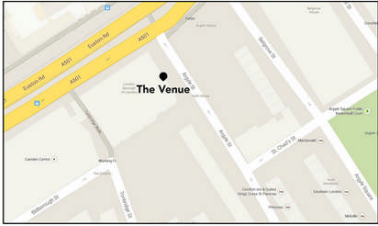
The exhibition is taking place on:

Thursday 16 October: 4pm to 8pm
Saturday 18 October: 10am to 2pm

Address:
In the foyer of the Camden Town Hall Annexe,
Argyle Street, WC1

If you are unable to make the exhibition then you can view the exhibition panels [here](#)

Or if you would like more information please get in contact:
townhallannexe@londoncommunications.co.uk
Freephone: 0800 014 2449






Appendix 5 – website with link to boards

Camden Town Hall Annex

uk

HAVE YOUR SAY

Camden Town Hall Annexe Public Exhibition



A public exhibition was held on Thursday 16 October and Saturday 18 October on plans to sensitively refurbish the Camden Town Hall Annexe into a high-quality hotel.

Crosstree Real Estate, who have exchanged contracts with Camden Council for the purchase of the building, are also proposing to transform the public spaces around the building and open up new public access routes. It is proposed that the hotel will be run by boutique hotel operator, Standard International.

We are currently considering the comments we received during the public exhibition as we work on our final designs, before submitting a planning application later this year.

To view the exhibition panels, please click [here](#)

If you would like more information please get in contact:

townhallannexe@londoncommunications.co.uk
Freephone: 0800 014 2449



Appendix 6 – Comment cards used at public exhibition

HAVE YOUR SAY

Camden Town Hall Annexe Public Exhibition

NAME:

Please provide comments below:

ADDRESS:

POSTCODE (required):.....

EMAIL:

If you would like to get in touch with the
Camden Town Hall Annexe team you can do so:

By email:

townhallannexe@londoncommunications.co.uk

By freephone:

0800 014 2449

Website:

www.camdentownhallannexe.co.uk

Two floors added in transformation to luxury venue

Ex-council offices to be turned into hotel

A PROMINENT block of council offices in Euston Road that was sold by the Town Hall will not face the bulldozer despite years of speculation that it would be demolished to make way for a skyscraper.

Instead, Camden's old annexe building, once used by number crunchers processing council tax returns and clerks sending out letters over parking tickets, will become home to luxurious hotel bedrooms with king-sized beds, jacuzzis and giant, flat-screen TVs.

The plan was revealed by the building's buyers, the property firm Crosstree, on Monday. It has joined forces with Standard, a leading American hotel firm, to buy the nine-storey 1970s office block from Camden Council. They are holding a meeting tonight (Thursday) at the Camden Centre, next door to their new purchase, to showcase plans and gauge the views

by DAN CARRIER

of people living nearby.

The Town Hall controversially sold the offices after relocating to premises in a new state-of-the-art complex in Pancras Square. Council bosses said the building was too expensive to maintain or convert, and needed huge investment to make it fit for purpose.

Matt Mason, of Crosstree, said their partners in the project run five high-end "boutique"-style hotels in New York, Los Angeles and Miami – and said that the 1970s styling of the building was a selling point.

He said: "In some ways, the design is like a Ford Escort Mark One – it is something to be celebrated. It will be Standard's first venture in Europe, and we are aiming for 250 bedrooms."

The firm have exchanged contracts with Camden Council and paid a deposit, but will finalise



The old council annexe building in Euston Road

the move at the end of the year. Mr Mason would not be drawn on the final price paid, saying it was commercially sensitive, but the property is in the multi-million-pound bracket.

Mr Mason said King's Cross was one of the most exciting parts of London to invest in.

He said: "It is the number one up-and-coming area in London. You can only admire what King's Cross developers Argent have done. Their work means companies like

Google want to be based here."

The block currently stands 9 storeys high and they plan to add a further two floors. The eighth floor will include a bar and restaurant open to the public and boasting grandstand views.

Ian Chalk, from architects Orms, a firm based in Clerkenwell, said they planned to strip back the interior to convert it to hotel space. However, they have ruled out any demolition.

He added: "We plan to refurbish it, add two floors and put in new windows. The concrete facade is load bearing so it will stay, and the most environmentally friendly thing to do is to keep the building and re-use it."

As well as new windows to help make the building greener, it will also boast a new heating system, a green roof and solar panelling.

Another major change is a proposal to take away a set of stairs attached to the western side of the building, and a raised corridor through to the Town Hall. This would allow what is currently a dark and narrow alleyway running from Euston Road through to Argyle Primary school to be widened and opened to the sky.

Mr Chalk added: "Buildings of this type built in the 1970s were often not too concerned with the ground floor and how it worked for pedestrians. We want to put that right."

This could mean kiosks on the Euston Road side, with the current entrance kept in the same place on Argyle Street. An enclosed garden on the southern side of the building would also be opened to the public as a walk through.

Mr Chalk said residents living south of the Euston Road who feared the extra floors would cast shadows across Argyle Square had nothing to worry about and would be taken into account when the application was lodged at the Town Hall.



Plans unveiled to turn 1970s-designed council offices into a 250-bedroom hotel

Luxury suites from an Egg Box

LUXURY American hotel chain Standard International unveiled new plans at the weekend to convert the former Camden Council offices in King's Cross into a 250-bedroom hotel.

The firm, in conjunction with developers Crossree, have bought the 1970s block next door to the Town Hall and have employed architects Orm to convert rooms once used for processing parking tickets and council tax returns into boutique bedrooms.

Architect Ian Chalk of Orm told the *New Journal* they had decided not to apply to demolish the building but refurbish it.

He said: "We believe it is an undervalued 20th-century block.

"It is a sensitive area, with a primary school next door and a Grade I-listed building opposite. We feel it is better to convert than knock down."

He said while the bulk of the building would remain essentially the same, the top and bottom would be changed.

He said: "The big issue with the building at the moment is the roof and ground floor."

The issue with the ground floor is typical of buildings of the period, says Mr Chalk, stemming partly from designers of the period not giving pedestrian access priority and including large underground car parks.

Currently the annexe has a back garden that is inaccessible to the public.

Mr Chalk said: "This

by DAN CARRIER

will be opened up for every one to use meaning you can walk round the building."

A redesigned frontage on Euston Road will be turned into shops and there are plans to demolish a staircase and link to the Town Hall next door, creating a new passage to Argyle Street behind the building.

Mr Chalk said: "We want to have multiple entry points, and make it so you can walk 360 degrees around the whole building."

But the biggest change is a new roof extension. The designers plan to add three new storeys inspired by Basil Spence's listed Swiss Cottage Library. One floor will offer a restaurant, bar and observation area which will be open to the public, above which will be executive suites for the highest-paying hotel guests.

The frontage of the office block has been severely criticised over the years. Designed in 1973 and finished by 1978 by the council's architects department, and dubbed the Egg Box, it has not worn well, admits Mr Chalk.

"We think it is undervalued. We believe it can be great," he said. "The problem is it is dirty, and the glazing – which is smoked glass – is awful. It looks like a smoked glass 1970s hi-fi cabinet."

"We will give it a clean and re-glaze the windows with clear glass."

Bill Reed, who sits on the King's Cross Conservation Area Advisory Committee and is chairman of the Friends of Argyle Square, applauded the decision not to go for demolition – but says the plans to build the roof extension should be blocked.

He said: "We have thought about getting it listed."

"It is still in good condition and it is a compliment to those who designed it."

"We also have no problem with it being

used as a hotel, but when you get to the roof, things start to go very wrong."

"The roof extension is too high. It looks terrible, and makes a mockery of the rest of the building."

He added that the building was already higher than its immediate neighbours and called the designs "awful".

"What they have come up with is a joke – it does not enhance the existing building at all," he said.

"It is too high for the streetscape as it is, and we don't believe it should have extra storeys."



Camden Council's former premises in King's Cross are set to be developed into a hotel

Welcome

Welcome and thank you for coming to this public exhibition of our proposals for the Camden Town Hall Annexe.

Crosstree and The Standard International are working with architects Orms on proposals to sensitively refurbish the existing building into a high-quality hotel, which is proposed to be operated by Standard International for their first hotel outside of the US.

The plans include revitalising the area around the building, with a focus on improving the streetscape and creating new public realm.

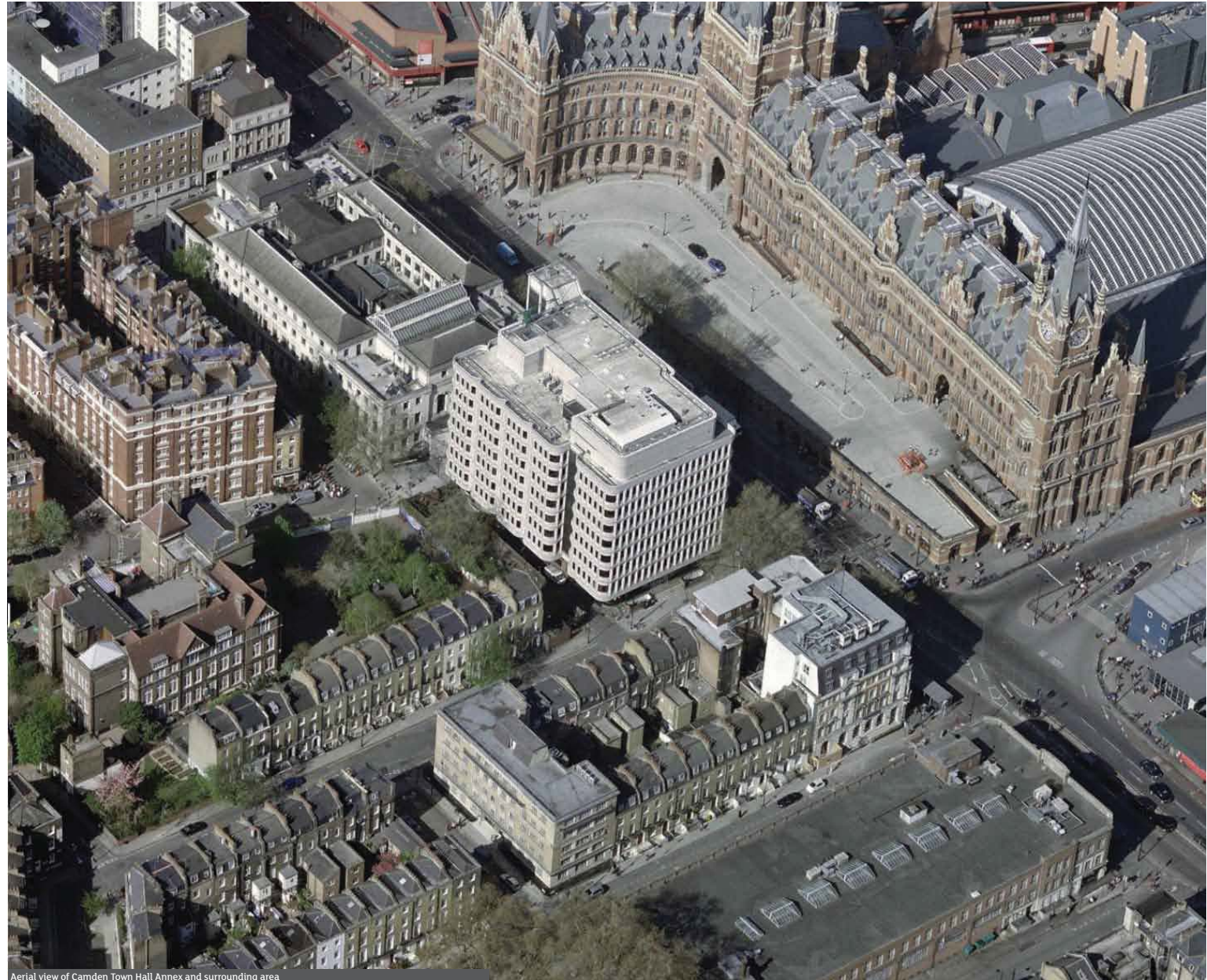
We understand the importance of this site and have been engaging with the local community and amenity groups over the past few months.

We've organised this exhibition to give you an opportunity to:

- Learn more about the site and our plans for the building
- Find out about our proposals to retain the building and transform the public realm
- Ask the project team any questions
- Tell us what you think about the plans



View looking west along Euston Road



Aerial view of Camden Town Hall Annex and surrounding area

Location and context

The Town Hall Annexe is located in Argyle Street on the south side of the Euston Road opposite St Pancras International and King's Cross stations.

Surrounding buildings include the Grade I-listed St Pancras Station and Hotel and the recently refurbished Grade II-listed Great Northern Hotel. Also nearby is the 67 acre King's Cross development, which is delivering around 2,000 new homes, 23 new and refurbished office buildings as well as restaurants and shops and will have 35,000 people living, working or studying there by 2016.

To the south of the building, there is a mix of residential, pubs and bars, shops, cafes, restaurants and smaller hotels as well as the popular Brunswick Centre which, since its regeneration in the 1980s, has become an important example of mixed use development providing homes as well as fantastic shopping, dining and leisure facilities.

The area boasts a wealth of culture including the British Library, Kings Place, the Wellcome Collection and the Gagosian Gallery among others.

The building sits within the King's Cross Conservation Area. It is not listed and, although there are a number of listed buildings in close proximity, it is actually identified as detracting from the character and appearance of the conservation area.

Crosstree has exchanged contracts for the building with the London Borough of Camden and the sale is expected to complete by the end of the year



Existing building

The building's history

The building was completed in 1974 by Camden Council Architects as an extension to the Town Hall and to create more administrative space. It was built on the site of a theatre. Until recently it has been used as offices for Camden Council and a library.

Why was it sold?

The building is beyond its original design life and no longer meets the demands of a modern office. The council estimated that just to replace the plant in the building it would need to spend in excess of £15m. Camden therefore took the decision to sell the building.

How was it built?

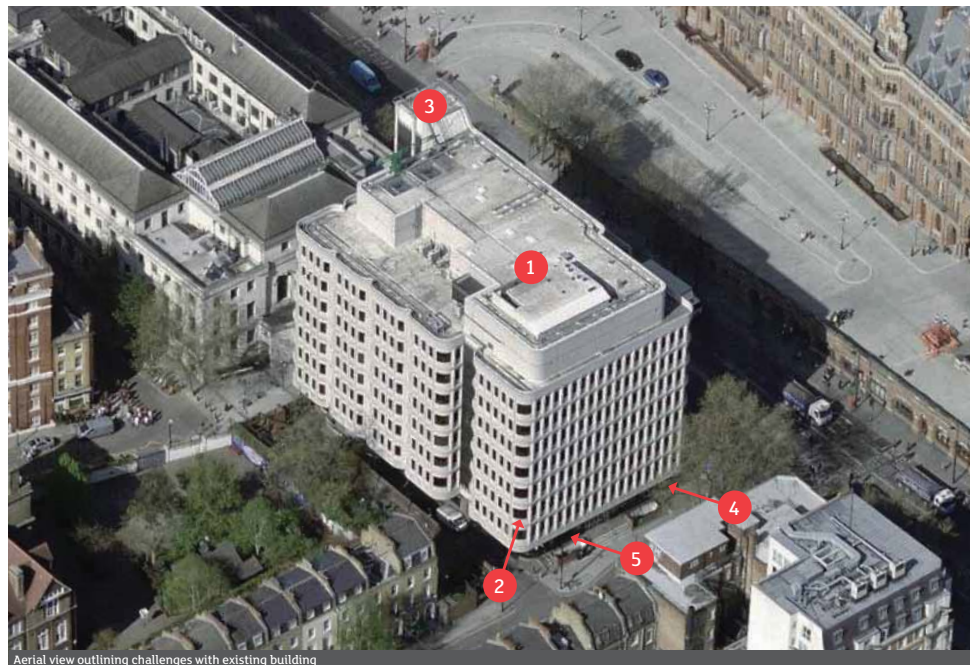
The building's structural frame was built from in-situ concrete whilst the cladding was made from structural precast panels. The in-situ frame is designed like a table with a metre deep first floor that cantilevers and supports the structural facade above. The west stair core provides lateral support to the whole building.

The building style

The building was designed in the Brutalist Style, which was relatively common in the 1970s. The style was a combination of 'constructional honesty' blended with sculptural forms.

The building's shortcomings

- It was built without flexibility in mind and with its existing layout is difficult to adapt.
- It has deep floor plans that are not suitable for contemporary offices.
- The existing services are no longer fit for purpose and it has high-energy consumption.
- The building has poor public realm with unwelcoming facades that turn away from the street.
- The west stair core blocks the route and view from Tonbridge Street to Euston Road.
- In its current form it is a negative contributor to the conservation area.



Key

- 1 Existing plant room.
- 2 Dark windows create a dark inward-facing facade.
- 3 Existing west stair core - which blocks route to Euston Road.
- 4 North facing overhang on Euston Road creates dark space on pavement.
- 5 Brown tinted windows at ground floor creates unwelcoming street facing elevation.

Why we are keeping it - and working with 20th Century Buildings

Keeping it as offices

Following careful consideration, the Council and the new owners have established that the building is not suitable to meet the needs of a modern office.

Changing use

The building does however lend itself to becoming a hotel in one of Europe's best-connected locations and would complement the regeneration and revitalisation taking place to the north across the Euston Road.

The building's charm

The building is a landmark on Euston Road and is an interesting example of the era. Whilst many find the style hard to appreciate there is a growing admiration for good examples with several being cleverly adapted and revitalised.

The reasons for keeping it

We like the building and think that it has untapped potential. By keeping it we would:

- Negate the need for demolition works.
- Significantly reduce the time, noise and disruption of the works.
- Embrace sustainable principles through reuse.
- Improve a building that has a strong identity but lacks some grace.

Before



Brunswick Centre

After



Brunswick Centre



Hill Park, Sheffield



Hill Park, Sheffield



Centre Point



Centre Point



Southbank Centre



Southbank Centre

Our Proposals - Ground Floor and Public Realm

The ground floor is currently unwelcoming and creates a hostile public realm.

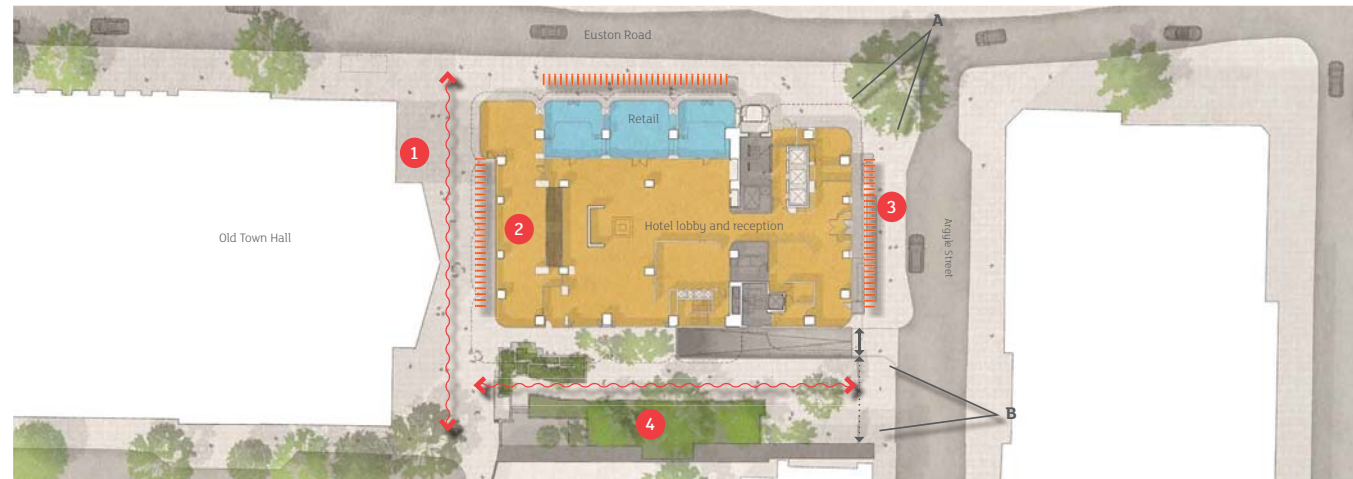
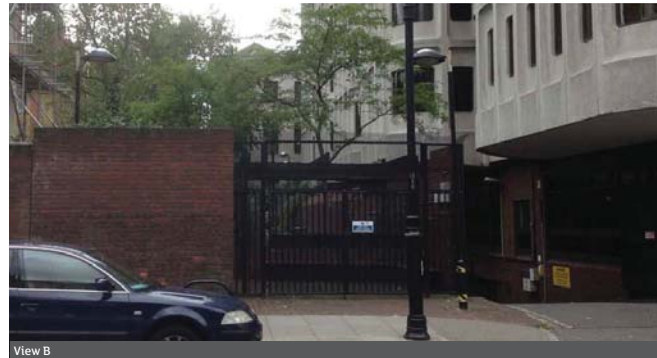
It is the intention to significantly improve this by:

- 1 Creating a new, permanent east-west route between Tonbridge Street and Euston Road by removing the western stair core.
- 2 Creating an active frontage onto Tonbridge Street by replacing the brown glass with clear glass and form openings into the hotel lobby.
- 3 Replacing the existing stairs and pedestrian ramps and creating an attractive hotel reception facing onto Argyle Street.
- 4 Re-opening the abandoned private garden, which was closed due to anti-social behaviour, and transform it into a planted terrace/courtyard which will be overlooked by the hotel.

Before



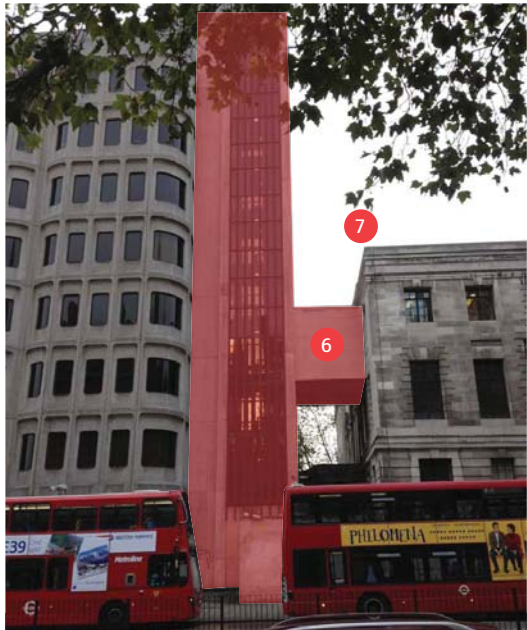
After



Our Proposals - Ground Floor and Public Realm

Currently the west stair core connects the building to the adjacent Town Hall at the second floor. as a result, views and access between Tonbridge Street and Euston Road are limited and contribute towards a hostile public realm. To re-establish this historic route the Design team intends to:

- 5 Removing the western stair core and opening up the access between Tonbridge Street and Euston Road.
- 6 Removing the connection to the Town Hall.
- 7 Repair the building fabric to the Town Hall.
- 8 Extend the north facade under the existing dark overhang and create light, transparent and activated retail units onto Euston Road.



Before



View C - Before

After



and after



View D - Before



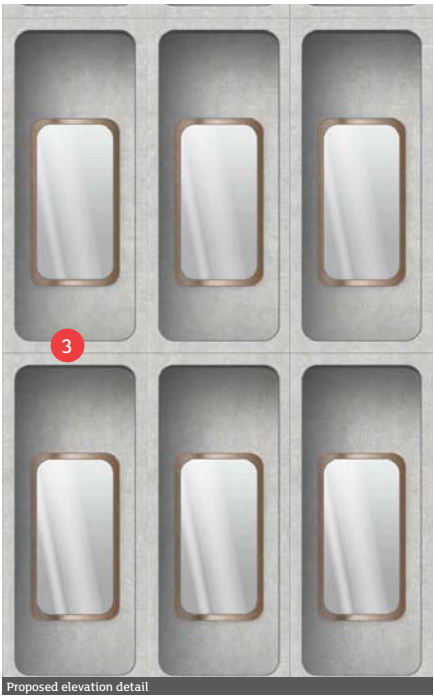
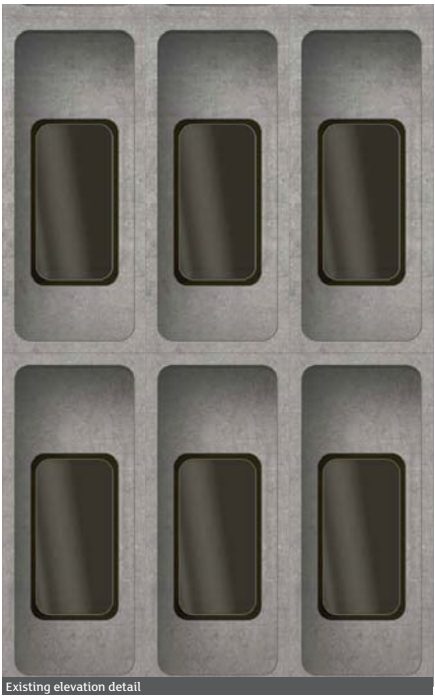
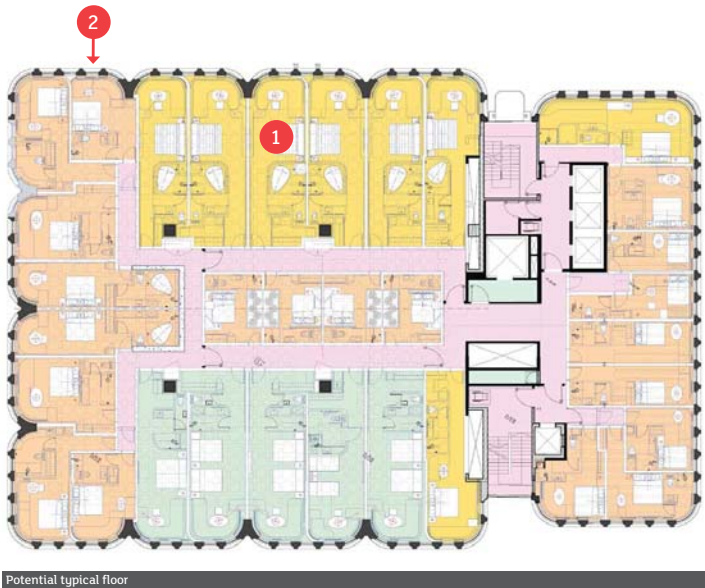
and after



Our Proposals - The Middle Section

Currently levels 1 to 7 are office space with a connection to the Town Hall at second floor. It is the design team's intention to:

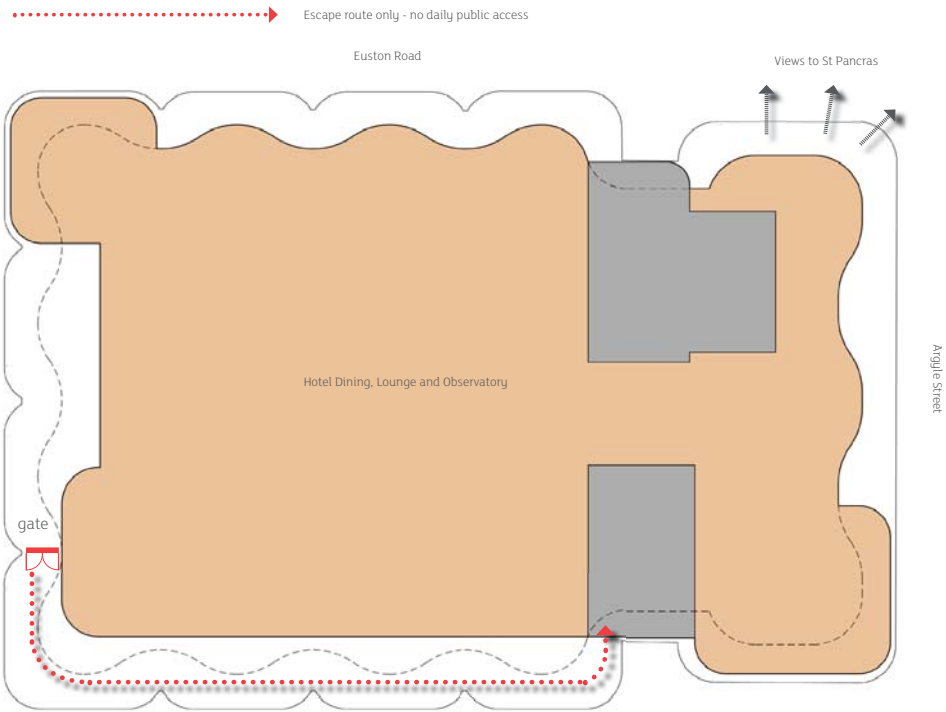
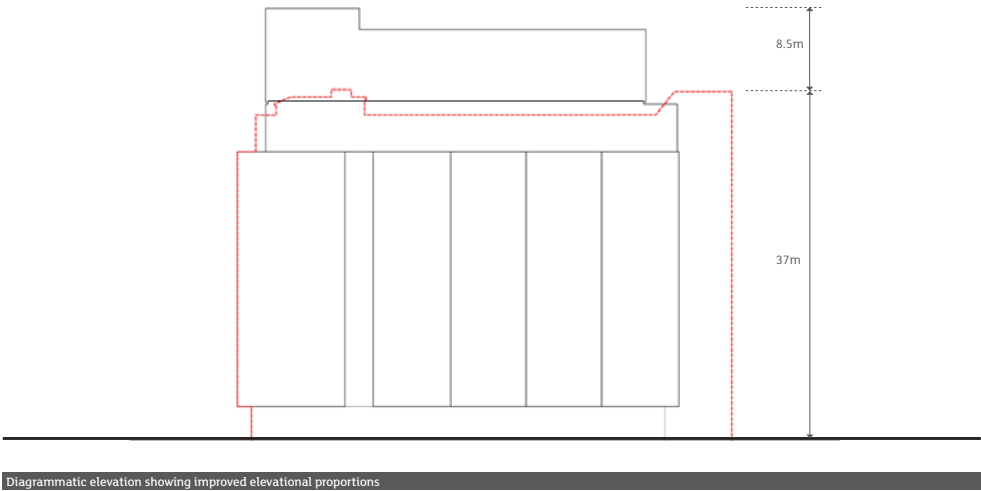
- 1 Create a series of hotel rooms and support space
- 2 Replace the existing windows with clear glass
- 3 Clean the concrete where required



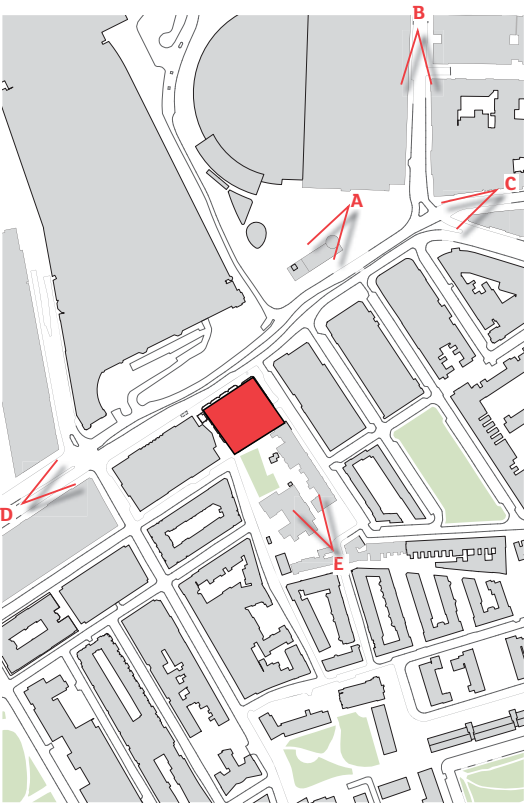
Our Proposals - The top addition

The 8th floor is currently occupied by a concrete plant area and lift overruns. The team is intending to extend the building and:

- Improve the overall proportions of the building.
- Replace the concrete plant with a glazed 8th floor hotel dining, lounge and observatory with public access.
- Form 2 floors of hotel rooms, suites, public and private event spaces clad in metal and glass that creates an architectural top to the building.
- Build an external feature lift to take guests from the ground floor to the 8th floor.



Townscape views



View from King's Cross Square

A



View from Whidborne Street

E



View from Pancras Road

B



View from Pentonville Road

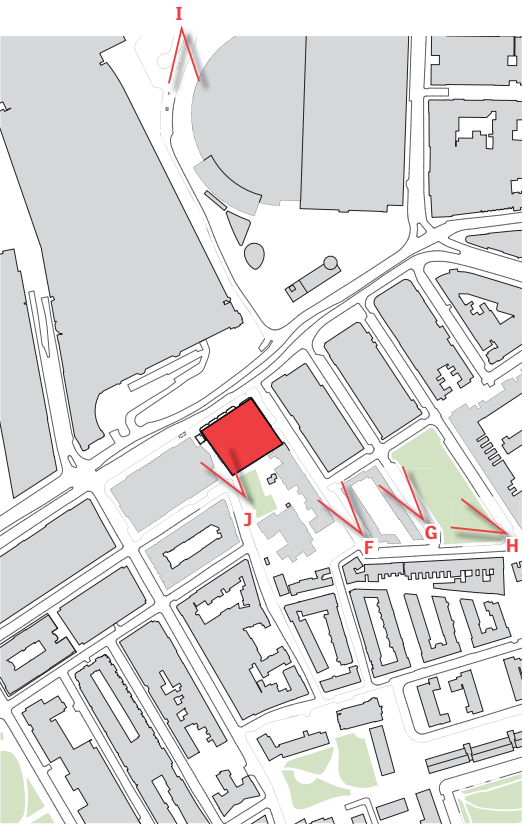
C



View from Euston Road

D

Townscape views



View from Argyle Street

F



View from Argyle Square

G



View from Argyle Square

H



View from King's Blvd

I



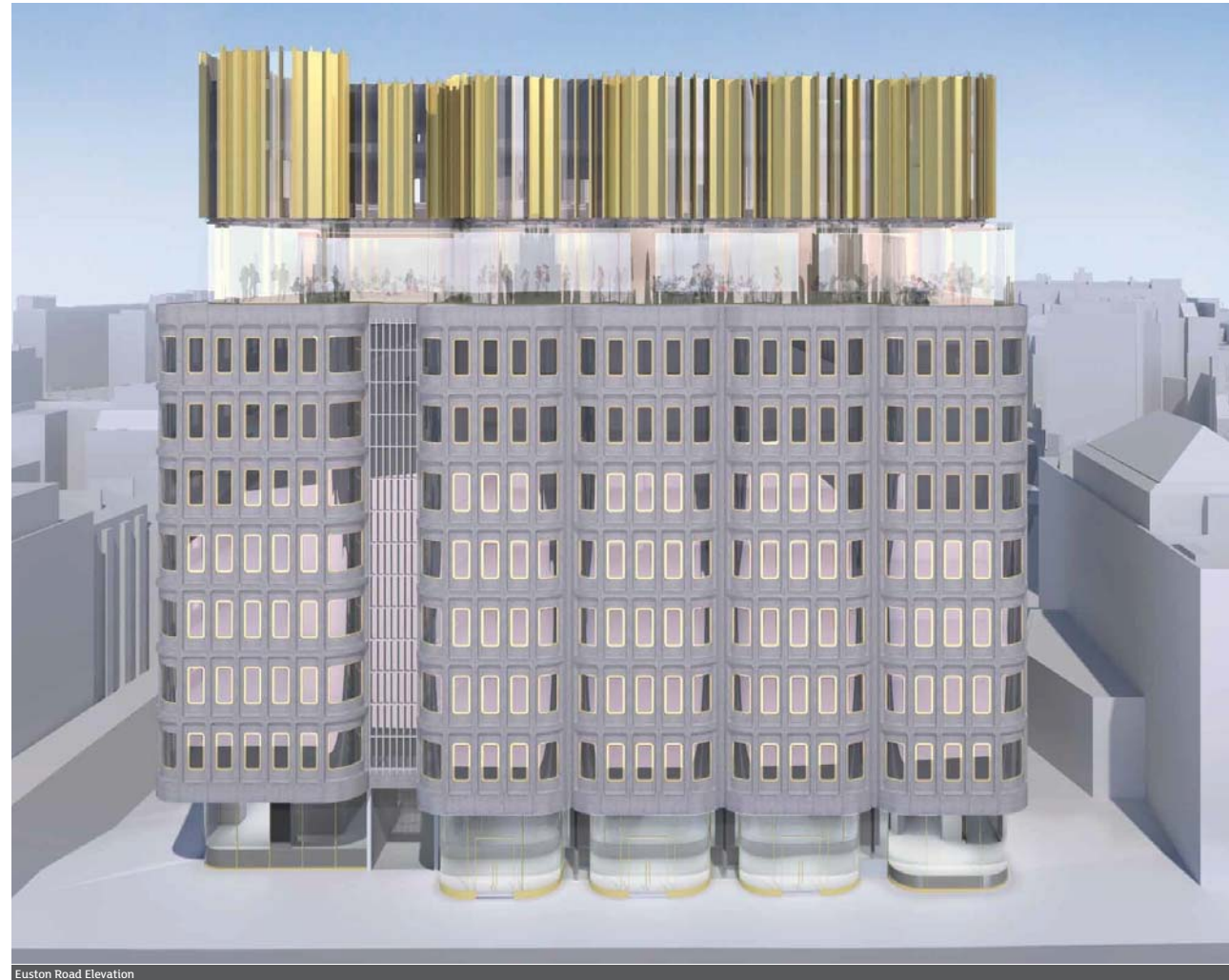
View from Tonbridge Walk

J

The Benefits and Proposals Overview

A new high quality hotel would bring a number of benefits to the surrounding area and the local community:

- There is no need for large-scale demolition or construction works as the building would be retained.
- The tinted windows would be replaced with clear glass and the public space around the building, on Euston Road, would be improved with retail units, bringing the building to life.
- The removal of the western stair core would open up and widen the route between Tonbridge Street and Euston Road improving it as a thoroughfare.
- The abandoned garden behind the Annexe would be transformed into a new permanent east-west route between Argyle Street and Tonbridge Street.
- A publicly accessible hotel dining, lounge and observatory that will offer fantastic views of the surrounding area and fast-changing King's Cross.
- Around 400 jobs for local people may be created both during the construction and when the hotel opens.
- We are already in dialogue with Westminster Kingsway College about the possibility of working with their hospitality course to offer training apprenticeships and jobs.
- Creating a new amenity for local businesses and the community on the south side of Euston Road.



Servicing and Hotel Management

King's Cross is one of the best-connected areas in London creating a demand for a well-designed hotel. We propose creating a five star boutique hotel, with around 250 bedrooms.

The Hotel would be operated by The Standard which currently runs a collection of boutique hotels on the East and West coasts of America.

Each Standard Hotel is unique and specifically relates to its local context.

Hotel Management and Servicing

The hotel would be staffed and open at all times. A Hotel Management Plan would be put in place and would include regular dialogue with local residents to ensure that any issues or concerns are identified and dealt with quickly and efficiently.

The primary access route for guests and servicing would be Argyle Street.

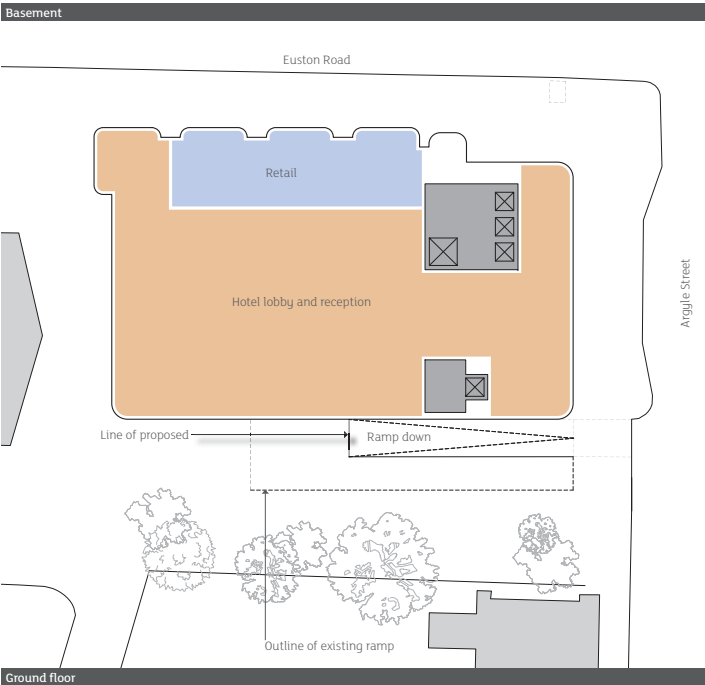
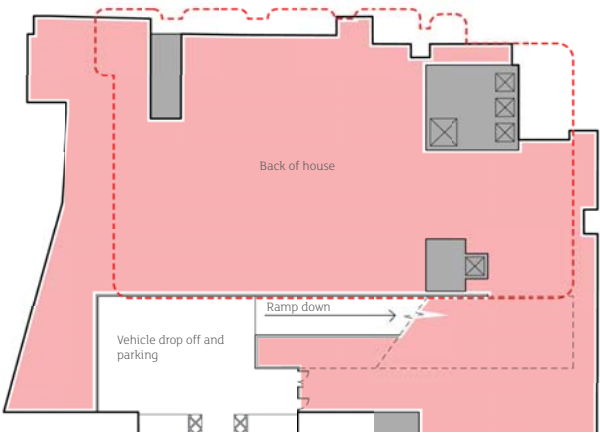
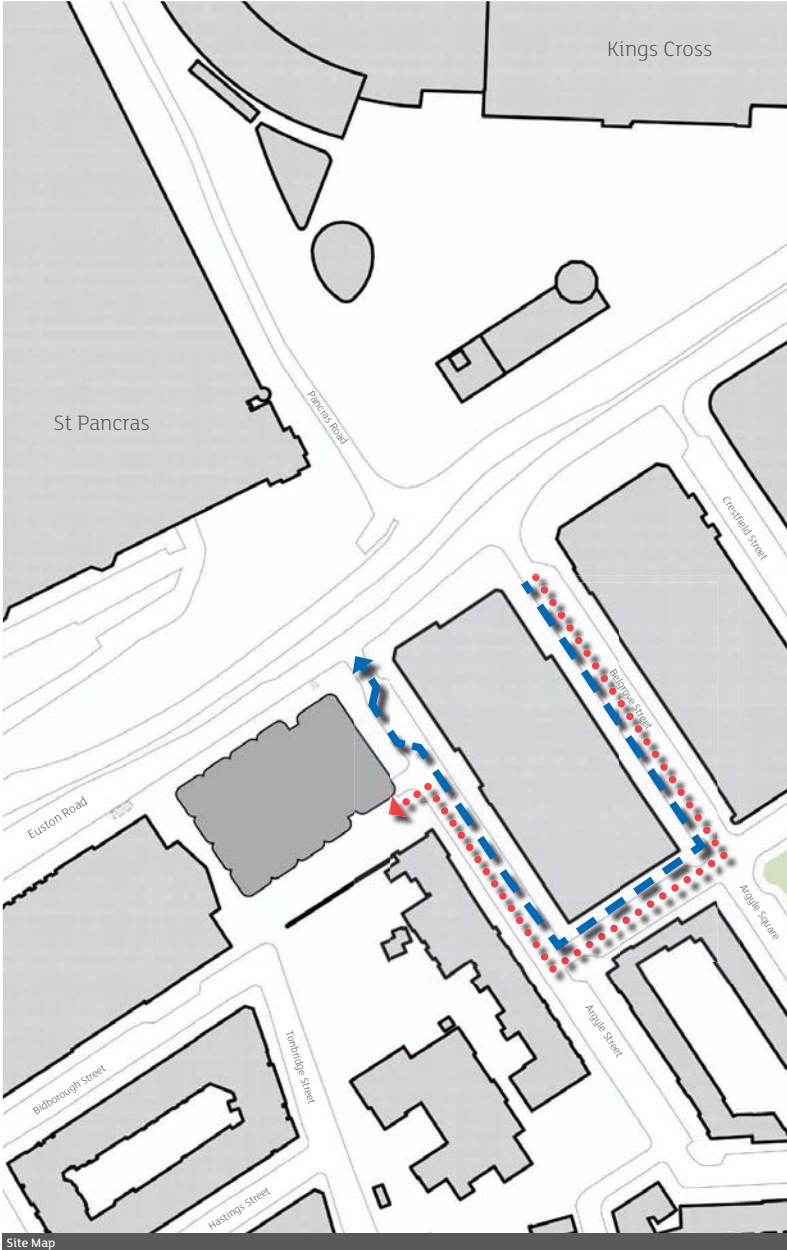
Guests would be encouraged to use the excellent public transport available at King's Cross. All taxi drop-off and pick-up activity would take place outside the proposed entrance on Argyle Street in the existing layby.

The number of vehicles servicing the building would be broadly similar to its current use. The existing vehicle ramp down to the basement would be kept to create an enclosed delivery and servicing area. All rubbish collection would take place using the ramp, which was previously the case when Camden Council used the building.

The ramp would be reduced in width to 4.5m with adequate height clearance to accommodate the predominantly light goods vehicles. A total of two holding bays for delivery vehicles are proposed.

As well as deliveries, the basement would include two disabled guest parking spaces and secure cycle parking.

Any large service vehicles would use the existing on-street loading bay opposite the hotel entrance on Argyle Street.



Construction

- Crosstree is committed to managing a construction programme that is safe, efficient and minimises any adverse impact on the local community.
- This would be done through the implementation of a Construction Management Plan which would be drawn up working closely with Camden Council.
- The retention of the building means that there is no need for any large-scale demolition, which dramatically decreases the required construction works and limits dust, noise and disruption.
- As much construction as possible would be carried out outside of school term time to decrease the impact on Argyle Primary School.
- All construction would take place between normal working hours. However we will take into consideration school drop-offs and pick-ups and avoid any large deliveries during these times.
- Any HGVs would arrive at the site from Argyle Street.
- There would be a site office and a single point of contact for local residents with any concerns.
- Refurbishment would start during 2015 and would take around two years, mostly contained within the building.



Site Map



Proposed construction traffic
(subject to further discussion)



goods in and site store



site hoarding and scaffold



Have Your Say

Thank you for coming today.

We hope you have found this public exhibition of our proposals interesting and informative.

We would like to know your thoughts on our proposals.

Please use the comments cards provided. You can also give us your feedback by emailing us at townhallannexe@londoncommunications.co.uk or calling our Freephone number on 0800 014 2449.

We are aiming to submit a planning application later this year. If approved, construction would start in 2015 and the hotel could be open in 2017.

The information displayed in this exhibition is also available online at www.camdentownhallannexe.co.uk

Introducing the team :

Crosstree Real Estate Partners is an experienced, London focused developer and investor. Their senior management team have over 40 years of combined experience in city centre development projects

The Standard has a collection of boutique hotels on the East and West coasts of America. The Standard hotel brand is a part of Andre Balazs Properties and is known in particular for its excellent food and beverage offering.

Orms, the architects for the development, is a London based practice. Orms work on a wide variety of building sectors from offices to residential, schools to hotels. They specialise in major refurbishments of existing structures.

The rest of the team:

HTS	Structural Engineers
ARUP	MEP Engineers
Archer Humphries Architects	Fit out and Interior Design
Shawn Hausman Design	Fit out and Interior Design
GVA	Planning Consultants
LCA	Community Engagement

HAVE YOUR SAY

Camden Town Hall Annexe Public Exhibition

NAME:	Please provide comments below:
ADDRESS:
.....
POSTCODE (required):
EMAIL:
If you would like to get in touch with the Camden Town Hall Annexe team you can do so:	
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